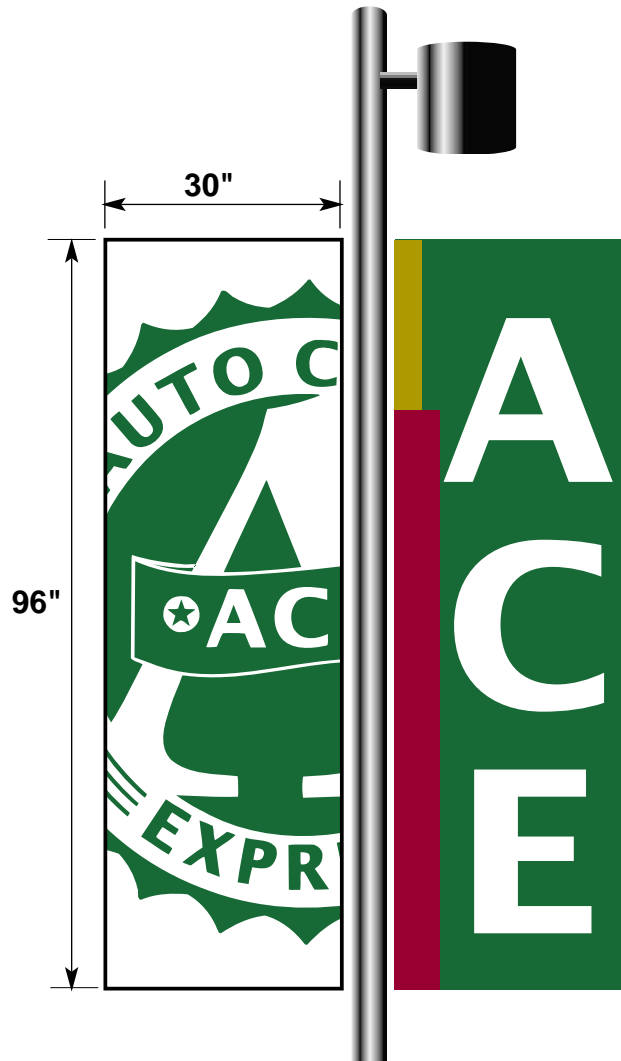




Pole Banners

EXTERIOR: PRIMARY



These banners are commonly associated with light poles that line a dealership. They provide excellent placement for signage that reinforces location and name recognition. Due to the limited display area available on the typical banner, the graphic elements are confined to a logo or a highly abbreviated copy message.

The preferred approach is for two banners to hang on either side of a pole as shown above. At least four consecutive poles are preferred to create awareness through repetition. These poles should be directly in front of the Auto Credit Express office if possible. Hanging single banners is an acceptable alternative when two banners are not possible.

Pole banners are silk-screened on a heavy-gauge, 18-oz. vinyl material. Banners are mounted to fiberglass rods and metal hardware secured to the light poles.

GENERAL SPECIFICATIONS

Two-Sided Vinyl Pole Banners #0501.E02

Application

Use on light posts throughout dealership and/or in front of used-car offices.

Dimensions

30" x 96" in height

Assembly/Installation

Professional installation recommended. Simple hand tools required to attach hardware to light poles.